



From décor to real estate to renovations, **HGTV** is the number one destination for entertaining home-related content. With popular hosts that are the leading experts in their fields, **HGTV** offers clever solutions and a multitude of ideas for remarkable transformations, dramatic makeovers and breathtaking reveals. **HGTV** is Canada's most entertaining source for home ideas.



Buy Herself

new series

Buy Herself Sandra Rinomato

Buy Herself is a real estate show about women purchasing houses on their own. Each week top-rated television personality and award-winning real-estate agent Sandra Rinomato lends her expertise to a woman preparing to make the largest and most challenging purchase of her life – her first home.

The High Low Project Sabrina Soto

What does your dream room look like? Whether it's a classic living room or sumptuously romantic bedroom, HGTV designer Sabrina Soto is going to make lucky homeowners' design dreams reality, where budget is no issue — yet. Sabrina will reveal their dream room, and then the fun begins. She will now mimic this exact look that fits the couple's budget. Piece by piece, Sabrina and her team will create smart, high-value replacements. Some of the original high-end pieces will stay as the best rooms splurge on some items and save on others. The final room and its price tag are then revealed.

Price This Place

Are you an HGTV junky? Do you always guess right on *House Hunters*? Think you know your stuff? Now's your chance to win some cash! We are traveling the U.S. looking for folks just like you to answer some simple questions. The more you guess right, the more money in your pocket.

My First Renovation

Renovations come in all shapes and sizes and always bring unexpected problems, joys and challenges. In fact, renovations are often cited as one of the most stressful things a couple can undertake! For first-timers, the experience will be one they remember forever, both for the incredible highs and the lowest of lows. Yet in the end, their space will be transformed and they will have learned some important lessons along the way.

new seasons

House of Bryan Bryan Baeumler

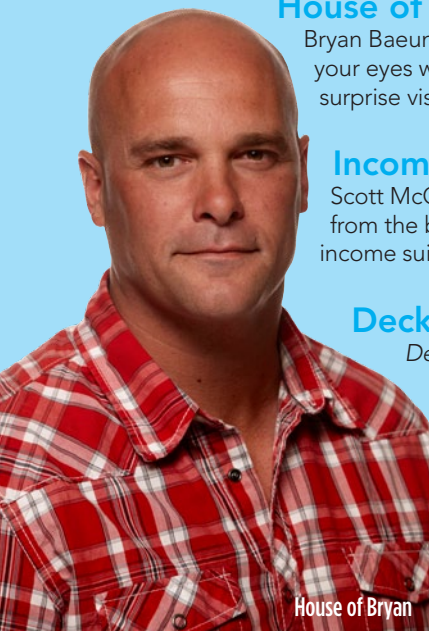
Bryan Baeumler is returning to build his dream summer cottage right before your eyes with the help of skilled professionals, keen apprentices, some surprise visitors and all under the watchful eyes of Bryan's family.

Income Property Scott McGillivray

Scott McGillivray rescues first time homeowners from the brutal real estate market by building income suites to help offset their big mortgages.

Decked Out Paul Lafrance

Decked Out is an outdoor construction show that follows charismatic designer/carpenter Paul Lafrance through the process of creating backyard decks with a "creative edge" for his roster of clients.



HGTV.ca

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

- HGTV.ca ranks #1 in the "Community-Home" category for time spent by A18-49 (20.3 average minutes per visitor)
- In October 2011, HGTV.ca reached an all-time high of 26.8 average minutes per F18-49 visitor
- More than half (56%) of the site's visitors belong to the highly desirable A18-49 demo (Index 105 vs. Total Internet) and 40% of HGTV.ca visitors fall within the F18-49 demo (Index 149 vs. Total Internet)
- Viewers are consuming more videos than ever before! In November 2011, over 1 million video views were delivered to HGTV.ca viewers; a record high and year-over-year increase of 159%. This growth was largely driven by viewer favourite *Sarah's House*, which, in November, had the highest performance of any show in the site's history (comprising 37% of total video views)
- Brand new look and feel coming to HGTV.ca in Summer 2012. New features of the re-designed site will include a revamped video center, a "Photos" section with over 500+ HGTV original photographs, and premium guides featuring topics such as Kitchens, Bathrooms, Nurseries, Makeovers and more
- Unique opportunity to be a part of the site re-launch sponsorship
- HGTV.ca averages:
 - 163,000 Unique Visitors/Month
 - 1.9 Million Page Views/Month
 - 19 Minutes/Visitor; up 205% year-over-year



Source: comScore Inc. Media Metrix, Oct'11, 2-month average for Unique Visitors, Time Spent, and Demo Profile data

Omniture Site Catalyst, Nov'11, 3-month average data for Page Views and Video Views
Ranking is based on English ad-supported sites within comScore's "Community-Home" category

new seasons continued

Deck Wars Paul Lafrance

A competition series hosted by Paul Lafrance to see who can build the best deck in an unbelievably restricted amount of time. The competition will cover two days of jam-packed work. In that time, the competitors will have to design, build, tweak and polish their projects. There are two teams. Each made up of two people. The prize is a hugely awesome trophy plus victory itself – knowing that they competed and conquered in a construction contest.

Property Virgins Egypt Sherrod

New host, Egypt Sherrod, follows first-time homebuyers as they prepare to dive into the real estate market, and gives these newbies targeted home-tours, lots of coaching, and a chance to find their first-ever property. These virgins definitely get their feet wet, and learn to tailor their dream home visions to fit the market and their budget.

For Rent Jodi Gilmour

From recent grads and urban professionals, to single parents and growing families, the real estate agent, rental expert, and host of *For Rent* guides desperate but hopeful renters to budget-friendly new homes, and then performs magazine-worthy makeover miracles on a dime.



Summer Home Samantha Pynn

Designer Samantha Pynn heads out to cottage country and transforms tired and rundown cottages into charming and functional getaways that are perfect for easy summer family living.

Selling New York

They are assertive, razor-sharp and always compelling real estate brokers in the country's most competitive market. In a city of over 8 million people, where the average sale price is over \$2 million, the competition to seal the deal is stiff. Now, catch a rare glimpse into a world where a solid reputation at the top of the real estate food chain involves swimming with the sharks, going head-to-head with the best, and rubbing shoulders with the wealthiest and trendiest of New York's social, political and artistic elite. This is *Selling New York*.



For Rent

Selling LA

From Beverly Hills to the Sunset Strip, Los Angeles is a place where the rich and famous live large, and everyone has a dream. For the region's real estate brokers, landing a client and closing a deal can be as competitive as any casting call. Follow three real estate firms as they build up their rosters of millionaire clients, tour spectacular properties and network their way through the competitive world of high-end real estate. This is *Selling LA*.



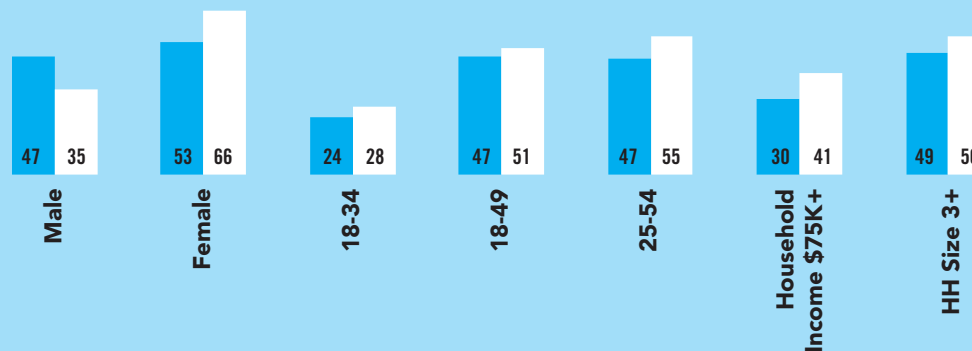
Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

BBM Canada PPM Data, % of A18+ AMA, English Canada, M-Su 2a-2a (FL11 STD: 8/29/2011 to 11/27/2011)

Total TV ■
HGTV ■



More likely to:

- Have visited a casino in the past 4 months (123) and go to the movie theatre (110)
- Travel out of province on business (113) and to the U.S. on personal trips (109)
- Spend \$10,000+ on home improvements (178) or \$30,000+ on a vehicle (180) in the past 2 years
- Have a mortgage (109) and invest in government savings bonds (110) and stocks/mutual funds (109)

Source: BBM Canada PPM Data (FL11 = Aug 29 – Nov 27/11) / English Canada / Comp% of A18-54

Urban Suburban

Key Research Findings

- #1 entertainment specialty station for W25-54 and #1 lifestyle specialty station for A25-54
- *Urban Suburban* was the highest ranked Canadian original premiere on HGTV in the past year
- HGTV has increased its audiences +9% (A25-54) and +12% (W25-54) vs. Fall 2010
- Top ranked HGTV programs this Fall included *Holmes Inspection*, *House Hunters* and *Sarah's House*

Source: BBM Canada PPM Data (FL10 = Aug 30 – Nov 28/10, FL11 = Aug 29 – Nov 27/11) / Total Canada A25-54 AMA(000) unless otherwise noted

